

Statistics

Population (2003)

Massachusetts:	6,407,097	metro	(2.7% of total U.S. metro)
	<u>26,325</u>	non-metro	(0.05 % of total U.S. non-metro)
	6,433,422	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

Farm-Related Employment (2000)

Massachusetts:	538,964 jobs	(13.0% of total Massachusetts employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

Number of Farms (2002)

Massachusetts:	6,075	(0.3% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

Massachusetts:	85 acres
United States:	441 acres

Market Value of Agricultural Products Sold (2002)

Massachusetts:	\$384.3 million
United States:	\$200.6 billion

Rank among all States in market value of agricultural products sold (2002): #47

Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Greenhouse/nursery	132,860	0.9
Cranberries	48,244	26.1
Dairy products	47,124	0.2
Corn, sweet	14,070	1.9
Apples	10,927	0.7

Value of Agricultural Products Sold Directly to Consumers (2002)

Massachusetts: \$31.3 million
United States: \$812.2 million

Farmers Markets (2004)

Massachusetts: 96
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

Massachusetts: \$7.8 million
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

Massachusetts: 1,269 acres
United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in Massachusetts: 1
Total: 96

Marketing Products and Services

Specific to Massachusetts

AMS Helps Out at North American Farmers' Direct Marketing Convention

The North American Farmers' Direct Marketing Association (NAFDMA) Conference was held in Boston in February 2005. The theme for this year's conference is *Start A Revolution*. The second annual meeting of the newly-formed Farmers Market Coalition (FMC) was held in

conjunction with the NAFDMA Conference. AMS helped run several farmers markets workshops, handed out information and materials at the trade show, and spoke at the FMC Meeting.

AMS Meets with CISA

In February 2004 the executive director of Community Involved in Sustaining Agriculture (CISA), a nonprofit organization based in South Deerfield, met with AMS to learn about AMS's direct marketing activities and resources. CISA supports cooperative marketing of local dairy, produce, animal, and forest products.

Community Food Security Coalition Meeting in Boston

The Community Food Security Coalition is a nonprofit association of more than 600 organizations and individuals nationwide involved in food and agriculture issues. The Coalition promotes community-based solutions to hunger and poor nutrition. AMS made presentations at the November 2003 meeting in Boston. AMS moderated panel discussions on "Forging the Link Between Local Farms and Institutional Food Service Buyers: Pathways, Pitfalls, and Sustainable Strategies," "Distribution Strategies for Farm-to-School/Institutions," and "Lessons Learned from the USDA's Farm to School Projects, 2001-2003."

Conference Studies "Ecolabeling"

USDA's AMS and Economic Research Service cooperated with Tufts University's Friedman School of Nutrition Science and Policy to host a conference in November 2002 in Brookline to review the impact of ecolabeling programs in the food market. "Ecolabeling" is food labeling that attempts to convey that a product is preferable regarding either environmental protection, biodiversity and wildlife, farm animal welfare, social justice, local origin, or any other aspect of ecological and social sustainability. Participants included representatives from standard-setting, certifying, and accreditation bodies; farmer organizations; the food processing and marketing industry; agricultural commodity groups; environmental and consumer interest groups; and agencies concerned with food labeling and world trade. AMS spoke at a panel discussion on the "Role of Government Regarding Ecolabels," and moderated sessions exploring the drivers of consumer demand in the global organic food market and the use of various ecolabeling strategies in domestic and international retail outlets.

Federal-State Marketing Improvement Program (FSMIP) Grants

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2005, \$52,530 was awarded to the Massachusetts Department of Agricultural Resources, in cooperation with the University of Massachusetts Extension Service and Pioneer Valley Growers Association, to identify opportunities for the region's growers to produce crops for the local immigrant Latino market to replace those that are currently imported from Latin America.
- In 2003, \$51,100 was awarded to the Massachusetts Department of Food and Agriculture, in cooperation with the University of Massachusetts, to foster direct marketing of locally grown ethnic produce to Asian and Brazilian immigrant communities in eastern Massachusetts.
- In 2003, \$42,000 was awarded to the Massachusetts Department of Food and Agriculture, in cooperation with the Cranberry Marketing Committee, the Cape Cod Cranberry Growers Association, and the Wisconsin State Cranberry Growers Association, to identify new markets for fresh and processed cranberries and cranberry products.

- In 2002, \$62,700 was awarded to the Massachusetts Department of Food and Agriculture, in cooperation with the Wampanoag Aquinnah Shellfish Hatchery, to develop, test and compare two packaging systems for live bay scallops, and to introduce live product to area restaurants; and, in cooperation with the Pioneer Valley Growers Association, to assess the opportunities and challenges of increasing use of locally grown food in private schools in Massachusetts, establish a pilot program with three private schools, and develop a guide for private school food buyers.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.